Sub B7

1. (Currently Amended) A method for receiving and displaying advertisements transmitted through a communication link, the method comprising:

receiving program guide data from the communication link that includes first characterizing information associated with each of a plurality of television programs;

receiving advertising data from the communication link that includes a plurality of advertisements and second characterizing information associated with each of the plurality of advertisements;

storing the program guide data and advertising data in a memory;

maintaining a selection history in the memory that includes a portion of the first characterizing information which is associated with ones of the plurality of television programs selected by a user; and

displaying a set of the plurality of advertisements based on a comparison between the second characterizing information and the selection history by calculating a similarity score for each of the plurality of advertisements and selecting the set of the plurality of advertisements based on the similarity scores, wherein calculating the similarity score for each of the plurality of advertisements includes comparing a list of common attributes from the selection history to the second characterizing information and calculating the result of a predetermined arithmetic expression based on the comparison of the list of common attributes to the second characterizing information.

α^2

3. (Currently Amended) The method of claim 1, wherein selecting the set of the plurality of advertisements based on the similarity scores includes selecting advertisements from the plurality of advertisements having similarity scores greater than a predetermined threshold score.

α^3

4. (Currently Amended) The method of claim 1, wherein selecting the set of the plurality of advertisements based on the similarity scores includes selecting advertisements from the plurality of advertisements based on comparisons between the similarity scores.

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5. (Currently Amended) The method of claim 1, wherein displaying the set of the plurality of advertisements based on the comparison between the second characterizing information and the selection history includes adjusting display parameters for each advertisement within the set of the plurality of advertisements based on the similarity scores.

7. (Currently Amended) The method of claim 1, wherein calculating the result of the predetermined arithmetic expression includes the steps of determining a set of common information between the list of common attributes and attributes within the second characterizing information and calculating a weighted summation based on the set of common information.

8. (Currently Amended) The method of claim 1, wherein maintaining a selection history includes identifying the user from a plurality of users and associating the portion of the first characterizing information with the user.

9. (Currently Amended) The method of claim 1, wherein maintaining a selection history in the memory includes storing information associated with television programs that are displayed for a predetermined range of time.

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10. (Currently Amended) A method for broadcasting and displaying advertisements comprising:

transmitting program guide data and advertising data, wherein the program guide data includes program information that characterizes each of a plurality of television programs and wherein the advertising data includes a plurality of advertisements and advertisement information that characterizes each of the plurality of advertisements;

receiving the program guide data and advertising data;

storing the advertising data and program guide data in a memory;

maintaining a selection history that includes program information associated with television programs selected by a user;

calculating a similarity score for each of the plurality of advertisements received based on a comparison between attributes associated with each of the plurality of advertisements and attributes associated with the selection history, wherein calculating the similarity score for each of the advertisements includes compiling a list of attributes common among the attributes stored in the selection history and counting the attributes associated with each of the plurality of advertisements that are also in the list of attributes common among the attributes stored in the selection history; and

displaying a set of advertisements from the plurality of advertisements based on the similarity scores.

11. (Currently Amended) The method of claim 10, wherein displaying the set of advertisements from the plurality of advertisements includes the step of repeating the display of an advertisement from the set of advertisements at a frequency based on the similarity score of the advertisement.

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12. (Currently Amended) The method of claim 10, wherein displaying the set of advertisements from the plurality of advertisements based on the similarity scores includes prioritizing the advertisements within the set of advertisements for display based on the similarity scores of the advertisements within the set of advertisements and displaying the advertisements within the set of advertisements in order of priority.

13. (Currently Amended) The method of claim 10, wherein displaying the set of advertisements from the plurality of advertisements based on the similarity scores includes displaying advertisements having a similarity score greater than a predetermined threshold similarity score.

14. (Currently Amended) A method for broadcasting and displaying advertisements comprising:

transmitting program guide data and advertising data, wherein the program guide data includes program information that characterizes each of a plurality of television programs and wherein the advertising data includes a plurality of advertisements and advertisement information that characterizes each of the plurality of advertisements;

receiving the program guide data and advertising data;

maintaining a selection history that includes program information associated with television programs selected by a user;

calculating a similarity score for each of the plurality of advertisements received based on a comparison between attributes associated with each of the plurality of advertisements and attributes associated with the selection history;

storing the advertising data and program guide data in a memory, wherein storing advertising data includes storing advertisements having a similarity score greater than a predetermined threshold similarity score and discarding advertisements having a similarity score less than or equal to the predetermined threshold similarity score; and

displaying a set of advertisements from the plurality of advertisements based on the similarity scores.

16. (Currently Amended) The method of claim 10, wherein storing the advertising data in the memory includes determining if each of the plurality advertisements received has a similarity score greater than an advertisement from the set of advertisements.

17. (Currently Amended) The method of claim 10, wherein storing the advertising data in the memory includes determining if the memory has sufficient space to store each of the plurality of advertisements.

18. (Currently Amended) The method of claim 10, wherein storing advertising data includes storing an advertisement beyond a display lifetime associated with the advertisement when the advertisement has a similarity score greater than a predetermined threshold similarity score.

19. (Currently Amended) The method of claim 10, wherein displaying the set of advertisements from the plurality of advertisements includes selecting advertisement images associated with each of the plurality of advertisements based on the similarity scores for each of the plurality of advertisements and displaying the selected advertisement images.

26. (Currently Amended) A system for use in displaying advertisements within an electronic program guide, the system comprising:

a transmitter that broadcasts a plurality of advertisements having a set of advertisement attributes and a plurality of television programs having a set of program attributes;

a receiver that receives and separates the plurality of advertisements from the plurality of television programs;

a memory coupled to the receiver that stores the plurality of advertisements and the set of advertisement attributes;

a controller coupled to the receiver and the memory that stores the set of program attributes in a selection history table in the memory and that identifies a first advertisement based on a correlation between the set of program attributes stored in the selection history table and the advertisement attributes associated with the first advertisement, and wherein the controller stores statistical information in the memory and the statistical information represents the number of times that advertisements are displayed;

a central processing station that receives and processes the statistical information; and

a display that displays the first advertisement within the electronic program guide.

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45. (Currently Amended) A system for receiving and displaying advertisements in an electronic program guide, the system comprising:

a receiver for receiving a plurality of advertisements having advertisement attributes and a plurality of television programs having program attributes;

a memory coupled to the receiver for storing the plurality of advertisements;

a controller coupled to the receiver and the memory that is adapted to store program attributes associated with ones of the plurality of the received television programs selected by a user in a selection history table, wherein the controller is further adapted to calculate a similarity score for each of the received plurality of advertisements based on a correlation between the program attributes in the selection history table and the advertisement attributes of each of the plurality of advertisements received and wherein the controller is further adapted to determine whether the memory has available storage space for each of the plurality of advertisements upon receipt and to store a predetermined maximum number of advertisements in the memory so that when the number of advertisements within the plurality of advertisements exceeds the predetermined maximum number of advertisements, the controller stores advertisements from the plurality of advertisements having the highest similarity scores; and

a display screen for displaying in the program guide a set of the plurality of advertisements based on the similarity scores.

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49. (Currently Amended) A system for receiving and displaying advertisements in an electronic program guide, the system comprising:

a receiver for receiving a plurality of advertisements having advertisement attributes and a plurality of television programs having program attributes;

a memory coupled to the receiver for storing the plurality of advertisements;

a controller coupled to the receiver and the memory that is adapted to store program attributes associated with ones of the plurality of the received television programs selected by a user in a selection history table, wherein the controller is further adapted to calculate a similarity score for each of the received plurality of advertisements based on a correlation between the program attributes in the selection history table and the advertisement attributes of each of the plurality of advertisements received, wherein each of the plurality of advertisements stored in the memory has a predetermined lifetime which identifies a time for the controller to discard the advertisement from the memory and wherein the controller is further adapted to retain beyond the predetermined lifetime those of the plurality of advertisements that have a similarity score higher than a cutoff similarity score; and

a display screen for displaying in the program guide a set of the plurality of advertisements based on the similarity scores.

Please add the following claims.

53. (New) A method of selecting advertisements for display comprising:

generating a set of common attributes from a program selection history;

comparing each of a plurality of advertisements to the set of common attributes to generate a similarity value for each of the plurality of advertisements, wherein the similarity values are generated based on a predetermined arithmetic expression; and

selecting a set of advertisements for display from the plurality of advertisements based on the similarity values.

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54. (New) The method of claim 53, wherein the predetermined arithmetic expression includes a summation of a plurality of weighted multiplications.

55. (New) The method of claim 53, wherein selecting the set of advertisements for display from the plurality of advertisements based on the similarity values includes selecting only advertisements having a similarity value greater than a predetermined threshold value.

56. (New) A system for selecting advertisements for display comprising:

a receiver that receives a plurality of advertisements;

a controller coupled to the receiver that generates a set of common attributes from a program selection history, compares each of a plurality of advertisements to the set of common attributes to generate a similarity value for each of the plurality of advertisements based on a predetermined arithmetic expression, and selects a set of advertisements for display from the plurality of advertisements based on the similarity values.

57. (New) The system of claim 56, wherein the predetermined arithmetic expression includes a summation of a plurality of weighted multiplications.

58. (New) The system of claim 56, wherein selecting the set of advertisements for display from the plurality of advertisements based on the similarity values includes selecting only advertisements having a similarity value greater than a predetermined threshold value.